



MEDIA RELEASE

FALL ON THE WILD SIDE THIS AUTUMN / WINTER SEASON WITH ION ORCHARD

Gucci joins stable of luxury offerings that also includes Bottega Veneta and Burberry's expanded flagship stores; Kenzo x H&M preview and launch, and a specially commissioned light animation show are key highlights of the season

SINGAPORE, 20 SEPTEMBER 2016 – ION Orchard celebrates the Autumn / Winter fashion season with a spectacular repertoire of events and experiences for shoppers. Themed "Fall on the Wild Side", it is a subtle nudge to shoppers to step out of their comfort zone and participate in all that the coming season offers at ION Orchard, the lifestyle mall of choice in Singapore.

New Beginnings For Gucci, Bottega Veneta, and Burberry at ION Orchard

As ION Orchard ushers in the new Autumn / Winter season, two globally renowned luxury Italian-fashion brands, Gucci and Bottega Veneta, are set to dazzle shoppers by announcing store openings.

Italian luxury fashion house, Bottega Veneta, celebrates its 50th anniversary by reopening its much anticipated expanded store at ION Orchard. The new store will capture the imagination of shoppers with the unique style and individuality of its products for both men and women, including ready to wear, leather goods, accessories, shoes, luggage, fragrance, eyewear and jewelry. The boutique's new interior design is a reflection of Bottega Veneta's defining qualities: outstanding craftsmanship, timeless yet innovative design, contemporary functionality and the highest quality materials. In addition, the ION Orchard store will house Bottega Veneta's Customization Atelier, a dedicated special service that offers the possibility to personalize precious leather goods.

Later in the year, Gucci opens its new store that will be the first in Singapore's city area to showcase the brand's newly redesigned environment which was first unveiled in Milan. Showcasing a wide collection of handbags, luggage, shoes, jewelry, accessories, and men's and women's ready to wear, the store will first display the highly anticipated Gucci Cruise 2017 collection. The Gucci store at ION Orchard is one of the first few stores that incorporate the new Gucci DIY (Do It Yourself) service, which allows customers of the House to express themselves through the personalisation of selected



products. In keeping with the elegant and contemporary eclecticism that characterizes Gucci's new collections, the store design sees the combination of traditional and modern, industrial and romantic.

Burberry is also taking a more prominent position in the mall with their exciting new Burberry concept store, which will open its doors early next year. The new Burberry concept store will offer shoppers an amazing immersive Burberry experience with a complete women and men's range including the brand's collection of iconic British-made heritage trench coats, scarfs, signature bags, accessories and fragrance.

"At ION Orchard, we are constantly exploring ways to delight and surprise our shoppers, visitors and tourists. We are passionate about being at the forefront of culture, fashion and technology, and wish to deliver new brands and exciting activities. With this year's Autumn / Winter season, we have put together an exciting line-up of events for audiences, and we hope to inspire and bring meaning to their shopping experience," said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

Be Inspired by Fall Season

To celebrate the Autumn / Winter season at ION Orchard, shoppers and visitors will be able to indulge in a feast of the senses at ION Sky from 1 to 31 October. Located on level 56 of ION Orchard, the highest point along Orchard road, ION Sky will release a specially commissioned spectacular light show animation, taking the audience on an enchanting journey of the two seasons, evoking awe and wonder through the play of lights and music. The 10-minute multimedia show will be shown daily between 7.00pm and 9.30pm. Shoppers can redeem a pair of admission passes with any same-day receipt at ION Orchard.

Showcase of Inspirations with KENZO X H&M Launch at ION Sky

From 24 Oct till 3 November, the eagerly anticipated Kenzo X H&M collection will make its preview at ION Orchard where the Level 1 atrium will be converted into an entire gallery where shoppers can muse over the collaboration's signature inspiration and prints. ION Orchard's multimedia illuminated façade will also preview the signature designer-prints to all of Orchard Road in the evening. The highlight will be on 31 October, when the Kenzo X H&M launch will be a fitting closing finale to ION Orchard's Autumn / Winter Season. To be held at ION Sky and timed with the brand's global launch, this will be a private launch party, where fans can get their hands on the exclusive collaboration by pre-ordering items from the collection.

Win a Trip to Bhutan, the Land of Happiness



Complementing the fashion happenings from 17 to 30 October will be a culturally immersive activity at ION Station at Basement 4. Shoppers will be transported to the magical kingdom of Bhutan at the “Discover Breathtaking Bhutan” fair, featuring award-winning photography, unique indigenous handicraft, paintings and souvenirs alongside live demonstrations of fabric weaving from the Land of Happiness, this fair offers something for everyone young and old. Shoppers stand a chance to win a pair of business class return tickets to Bhutan and 4D/3N stay at a luxury accommodation when they spend at least \$2,000 at ION Orchard.

UnionPay to Pamper Shoppers and Visitors

The Autumn / Winter Season also coincides with China’s Golden Week. ION Orchard, together with UnionPay, have made special efforts to further delight and reward their customers at the exclusive Golden Lounge at Level 1 Atrium. Cardholders will have exclusive access to enjoy refreshments, redeem gifts, engage in onsite games, and even rejuvenate themselves at a massage corner before resuming their shopping.

Cool Happenings at ION Art Gallery

The lifestyle offerings continue at ION Art Gallery on level 4 which will showcase a series of fascinating art and photography series throughout September and October, ranging from captivating photos of Singapore’s Streetscape in the signature ION Art Photography Series 2016 to the “Best of Both Worlds” exhibition featuring the beauty of painting and calligraphy in a fusion of eastern and western art as seen through the eyes of 8 local artists. In addition, the “Urban-G” exhibition will showcase the works of five painters, examining aspects of our natural environment and urban landscapes. Entry is free to all visitors from 10am-10pm daily.

Please refer to the table for the event details. For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>.

EVENT DETAILS



Date	Activity	Venue	Time
22 Sep – 1 Oct	MUJI Living in a Garden City	L1, ION ²	6.30pm
1 – 31 Oct	Autumn / Winter Illuminated	L56, ION Sky	7pm – 9.30pm
23 Sep – 31 Oct	Wanderlust Fall / Winter 2016 Fashion Installation	L3	Whole Day
30 Sep – 16 Oct	Golden Lounge by UnionPay	L1, Atrium	Whole Day
30 Sep	Estée Lauder Companies' Breast Cancer Awareness Landmark Illumination	L1, ION ²	6.30pm
17 Oct – 30 Oct	Discover Breathtaking Bhutan	B4, ION Station	Whole Day
19 Oct – 31 Oct	Club 21 Pop Up Store	L1, Atrium	Whole Day
24 Oct – 3 Nov	H&M X KENZO Pop Up Store	L56, ION Sky	Whole Day
31 Oct	H&M X KENZO Launch Party	L56, ION Sky	By invitation

ION ART DETAILS

Date	Activity	Venue
24 Sep – 30 Sep	'Best of Both Worlds' Exhibition	L4, ION Art
5 Oct – 23 Oct	ION Art Photography Series 2016: Singapore Streetscapes featuring Aik Beng Chia & Mark Teo	L4, ION Art
23 Oct – 31 Oct	'Urban-G' Group Painting Exhibition	L4, ION Art

EXCLUSIVE PROMOTIONS FROM 23 SEP TO 31 OCTOBER

PROMOTIONS*
The first 1,000 ION+ Rewards Members with \$200 spend will be entitled to \$15 shopping vouchers
The first 80 ION+ Rewards Members daily with \$450 spend will be entitled to \$30 shopping vouchers
The first 80 ION+ Rewards Members weekly with \$1,500 spend will be entitled to \$100 shopping vouchers



*To qualify for voucher redemption, shoppers must present at least one basement floor receipt (B1 – B4) and one upper floor receipt (L1 – L6 & L55).

About Orchard Turn Developments Pte Ltd

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitaLand Mall Asia and Sun Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings. Over 640,000 square feet of nett lettable retail space with some 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B (www.ionorchard.com).

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